

# CAREER HEALTH

## Checklist Your Business

By Walter Sanford

When I first got in the business, I found myself with a manilla folder and hundreds of bits of pieces of paper stuck any which way with no regard to purpose, chronology or importance. Then the day came when I received the phone call from a grumpy seller. I frustrated the seller because of my lack of ability to answer his questions and thus was born my need to become systemized under a checklist format.

Let me tell you about the excitement of having a checklist mentality:

1. You don't have to store the information in your brain. Once you make an addition to a checklist, the step has been remembered forever!

2. Every time you go to a seminar and receive a brand new idea, don't you find it frustrating in its implementation? Well, add it to your checklist. The idea almost certainly fits under some category and in that category it's going to get done! Just go back to your office manual (a binder of checklists!) of the main business systems that you do, and enter it under the appropriate checklist number. Now, your brain doesn't have to remember it, and it automatically gets handled as long as you have the discipline to complete your checklist. The last item on most of my checklists says I can't take the file off my desk until I finish the checklist!

3. Remember the times you shook your head and wondered where all the money went. Well, let me tell you, it went to overhead. It went to all those necessary (spur of the moment) emotional expenses that you just had to write a check so you could save, increase or improve your business. Over the years I have found that most of those checks written were unnecessary and a checklist is a perfect form for going back to and cutting. You will see your totals drop out of your Schedule C. Yes, that's right. When I tell you that you need to bring your overhead to less than 25% of your gross, where do you

go back and cut, that's right, you cut line by line out of your checklists. Go back and ask yourself the question, what could have been eliminated that nobody would have missed. It's a refreshing experience.

4. Another reason for checklists is simply it provides foundation and basis for delegation. As you may know, all the mega agents that I've ever counseled, trained and coached have had to do the actual business systems themselves then generate checklists, and then were able to finally delegate the task to a less expensive widget maker who followed the pro's step.

5. It may even provide the basis for your next career like mine. (Speaking and training)

6. How about selling your business someday - won't it be worth more if you have directions on how to run it?

So there you have it, lots of reasons to checklist your business. It not only will increase your speed and efficiency, but most important, one of the greatest aspects of customer service is consistency. Remember, do the best the same way all the time and soon you'll never have to prospect for new clients again because they'll be self-generating. Just spend the time to write down all the things you do the next time you commence a new business system. Preparing a lifestyle, making the presentation, marketing the listing, closing the transaction, lead generation, follow-up, even opening the office can all be checklisted tomorrow. I have over seventy checklists that I used in my top performing real estate business that I now use to coach top performing agents all over North America.

This checklist is the first step for growing, maintaining and developing raving clients and increasing that elusive net! I hope you put them all to good use.

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## All About Nightshades

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joints, teeth, gums, and all body organs, especially for those who are sensitive and allergic to them.

In a study published in the Journal of the International Academy of Preventive medicine, of the 5000 arthritis sufferers who eliminated Nightshade, seventy percent reported relief from aches, pains, and disfigurement.

### Why Do We Crave Nightshades So Much?

There is a reason why people crave nightshades. Potatoes and tomatoes are very high in potassium and help counter the high sodium of animal foods. Nightshades may aid in the digestion of fatty, dense proteins. Consider America's favorite meals: meat and potatoes, and pizza with cheese and tomatoes. We crave these combinations of foods because our bodies unconsciously strive to achieve balance.

Extreme foods have extreme effects. In macrobiotic terminology, potatoes and tomatoes are extremely yin and expansive. Animal protein is heavy, salty, and yang. Therefore, potatoes help balance the salt and protein of meat. Tomatoes, which are astringent and acidic, assist in the digestion and discharge of dairy products and help counterbalance the greasy query of the fatty, over salted cheese.

Consider some of America's favorite meals: cheeseburger, french fried potatoes, soda, and ice cream, or steak, baked potato, coffee, and cheesecake. Each of these meals contains a high protein animal food, served with nightshades and sugar. This is a lethal combination that depletes calcium and other minerals from the bones and body. For those who are sensitive and allergic to nightshades, they can weaken the bones, joints, teeth, and all body organs. More than 50 million Americans have arthritis and more than 60% of women over age 65 have osteoporosis. Add to this statistic the epidemic quantity of people with back pain, knee and foot disorders, and tooth decay, which are all due, in large part, to helps prevent bone weakness. The macrobiotic diet contains whole foods that are extremely high in natural minerals and include: grains, beans, vegetables and sea vegetables, sea salt, and miso. Macrobiotic foods strengthen, maintain, and even rebuild bones. Recent theories now have begun to view arthritis as a deficiency and/or depletion of calcium in the body; a theory more in line with the macrobiotic perspective.

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"There are  
many paths  
to the top of  
the mountain,  
but the view  
is always the  
same."

-Chinese Proverb

# VALUES – BASED QUALITY OF LIFE™

Newsletter

Because Making Smart Choices About Your Money Impacts The Quality of Your Life

Over the years, we have found that there are elements of your life that are more important than money.

These elements - Physical Health, Relationship Health, Inner Health and Career Health - cannot be delegated.

We hope that you find these articles to be of value in improving the quality of your life.

## PHYSICAL HEALTH

### All About Nightshades

By Lino Stanchich

The name "nightshades" sounds mysterious and even a bit spooky and ominous. Data gathered from noted scientists, horticulturists, medical researchers, and macrobiotic sources provides a look at the facts and fables about these popular plants, their characteristics, history, effects, and their enduring appeal to the world's appetite.

#### What Are Nightshades?

Tomatoes, white potatoes, red and green bell peppers, the "hot" peppers such as chili and paprika, as well as eggplant belong to the Nightshade Family, a botanical genus called Solanaceae species. This species also includes tobacco, poisonous belladonna, and the toxic plants herbane, mandrake, and jimson weeds. According to nutritional researcher, author, and Cornell University instructor, Norman F. Childers in his, *The Nightshades and Health*, the origin of the word "nightshade" is not clear. He explains that old English writings described these plants as Nightshades because of their "evil and loving" nature of the night.

Used in shamanism, witchcraft, and even poisonous murder, nightshades have a history of both mystical danger and scientific caution. Some nightshade plants are ingredients in potent narcotic medicine and sleeping pills. It is reported that nightshades contain high levels of alkaloids which cause the bones to excrete calcium, other minerals, and trace elements from the body. Many enlightened doctors and nutritionists recommend that those suffering from arthritis symptoms eliminate nightshades. In this article, the focus will be on two of the most favorite "vegetables" in America.

#### The History of Tomatoes

When first introduced to Europe, tomatoes were thought to be deadly poison. Their vines and suckers are known to be poisonous to livestock. Yet, tomatoes became vastly popular throughout southern Europe, especially in Spain and Italy. Today in America they are among the most popular vegetables. Tomato ketchup and salsa are commonly used as well-loved condiments and are even considered "a vegetable serving" by the U.S. Department of Agriculture.

#### The History of White Potatoes

When white potatoes, also called "Earth's Apples," made their journey from Peru to Europe, they were also thought to be poisonous. Yet, this popular tuber has become a staple throughout Europe and the United States. White potatoes contain solanine, which has been shown to cause a very toxic effect in susceptible people, contributing to arthritis, calcium depletion, and stiff joints, as well as painful wrists, ankles, and knees. In his book *Poisonous Plants of the United States and Canada*, John Kingsbury documented that when solanine was eaten in large amounts by either humans or livestock, death was the outcome. When calcium is depleted from the body by potatoes, nervousness and sleeplessness may result because calcium is our natural tranquilizer. Solanine from potatoes accumulates in the body and the harmful effects may take years to appear in those who have sensitivity.

#### Why Eliminate Tomatoes and Potatoes?

According to macrobiotic theory, tomatoes and potatoes create a natural balance to meat, dairy, fats, and the excess salt found in the Standard American Diet. The chemical and energetic qualities of potatoes and tomatoes produce extreme, expansive effects which can expand and weaken the bones,

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# RELATIONSHIP HEALTH

## Are You Putting On An Act?

By Todd E. Linaman

Lights! Camera! Action! When the spotlight of life is focused on you, what do people see? Are you an actor just playing a role or are you the “real thing?” Are you willing to let people see who you really are? Hollywood actors are paid big bucks to portray a make believe character on the silver screen, but there are many people outside of “Tinsel Town” who put on a very convincing act every day without ever being paid a dime. In fact, many of them pay a high price.

You don’t have to be a Hollywood star or public figure to be concerned with the way others perceive you. All of us are involved in personal image management to some degree, and in most cases, this is perfectly normal. In fact, thinking about who you will be with and what you will be doing is a reasonable way to determine what “image” to put on by dressing and behaving appropriately in a given situation.

There is nothing inherently wrong with putting your best foot forward in order to make the best impression possible. However, some people go too far to prevent others from seeing their “real self.” They hide behind a manufactured image in an effort to win approval, recognition and acceptance. Unfortunately, in order to keep up the charade, many people end up compromising their own personal values and needs.

People most likely to mask their real self are those who are overly concerned about what others think of them. They rehearse conversations in advance in order to avoid looking foolish, or they mentally revisit and analyze past interactions, often becoming embarrassed or angry with themselves because they wish they had said or done something differently.

“Masking” can be expressed by only saying what you think others want to hear, withholding your ideas and opinions because they

may not be valued or well received, or ignoring your true feelings because you don’t want to “rock the boat” or appear weak and vulnerable. The fear underlying the motivation to mask your thoughts and feelings comes from the belief that people will not accept or approve of you just the way you are.

It isn’t easy to overcome fears of rejection and criticism, and it can be very self-defeating and painful to believe that you don’t measure up. If you struggle with putting on an act for others and want to change, here are some basic, practical

**“Best be yourself,  
imperial, plain and  
true!”**

**-Elizabeth Barrett Browning**

strategies to help you begin the process.

First, regularly remind yourself that you would worry a lot less about what people think about you if you realized how little they really think about you. Frankly, most others are pretty focused on their own image management and don’t have time to analyze your every word or action.

Next, make an honest assessment of yourself. If you have habits or characteristics that you don’t like, work on changing them. Are you shy and awkward talking to people? Take a class in public speaking or join a group which shares your interests and gives you an opportunity to converse about a topic that excites you. Do you feel intimidated around highly informed, intelligent people? Try reading the newspaper, articles of interest and good books to expand your knowledge. Are you unhappy with your body image? Talk to your doctor about how

to gain or lose weight in a healthy manner (and act on his or her advice). As you work on yourself, remember, everyone has weaknesses, including the people you are working so hard to please.

Of course, there are some things about yourself that you cannot change, and that’s where acceptance comes in. Accepting yourself can be extremely liberating, especially when you discover that other people are more willing than you realize to accept you as well. Ironically, it is usually our weaknesses – and our efforts to overcome them – that draw others to us.

It is also critically important that you understand and accept the fact that you will not be approved of or liked by everyone you meet. Everyone has different expectations and preferences, so trying to be all things to all people will only result in confusion, frustration and disappointment. Do what you can to be your best, and if it’s not good enough for someone else, remember that it’s their choice – and their loss.

Maybe the most powerful strategy you can use to enhance your image is practicing acceptance of others. As you turn the spotlight off yourself and focus on accepting and appreciating the people you meet, you will experience more confidence, more openness and more sincerity in your relationships.

They say a friend is someone who knows you well and loves you anyway. Every human being needs to be loved and to feel worthwhile and competent. It is through genuine relationship that these needs are ultimately met.

Now, where’s that camera? Let’s get a shot of the “REAL YOU!”

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# INNER HEALTH

## Sending Out Our Best Silent Message

### **Sending Our Our Best Silent Message: “First Impressions Are Lasting Impressions”**

By Tony Alessandra, CSP, CPAE

You make a statement about yourself even before you open your mouth. This is your “silent message,” and it can include everything from your posture to your positiveness. In short, it’s the way you carry yourself, physically, emotionally, and intellectually. Such quiet signals profoundly affect people’s initial perception, or image, of you.

Of course, image isn’t everything-but it is important. As you know by now, doing well in life doesn’t hinge solely on merit and hard work. Image, especially when backed up by strong performance, is a powerful force. And a negative first impression-saying the wrong thing, wearing the wrong clothes, coming across as uncaring or inept-creates roadblocks that can cut off relationships before they get started.

When we meet people we immediately like, we tend to put a positive spin-at least, initially-on everything they say or do. Some call this favorable first impression presence. Others liken it to energy, or aura.

People with a presence, energy, or aura are able to maintain an excitement about themselves that starts with-but usually lasts far beyond-a favorable first impression. Thus, we admire them before we even know much about them; therefore, they possess an enormous advantage in establishing a bond with people.

Here are some other ideas on projecting a positive image:

1. A winning image starts with a good self-image. A good self-image doesn’t follow success-it precedes it, as Robert L. Shook says in his book *Winning Images*. Someone saddled with a poor self-image may fool some people some of the time, but eventually he’ll fail, un-

less he comes to grips with his basic self-image. Get some photographs or videotapes taken of yourself when you feel you’re looking your best and study them carefully. What do you see that you like, or don’t like?

Then ask your best friends for their candid opinions on not only how you look, but how you carry yourself, how you come across verbally, how you come across in terms of knowledge, enthusiasm, sincerity, and integrity, and what your car or house or briefcase or other material goods say about you.

Promise you won’t take offense-and don’t!

2. Avoid annoying or distracting habits or mannerisms. Marcia Grad, in her book *Cha-*

**“You never get a second chance to make a first impression.”**

**-Anonymous**

risma: *How to Get That Special Magic*, calls these distracting habits or mannerisms “charisma robbers” and includes among them:

- Tugging at clothing
- Drumming fingers on a table
- Tapping pencils or clicking pens
- Doodling
- Jangling keys or change
- Biting nails
- Cleaning teeth

Not only do these habits make it more difficult for the other person to hear you, they also detract from your image.

3. Seek winners, spurn losers. Attitudes are contagious! So nurture your emotional well-being by choosing friends who genuinely want you to succeed and who encourage you. Also, ask yourself about your surroundings: How’s my house or apartment decorated? What about my office? Is it drab, or energizing?

Read some inspirational and motivational books. Or listen to happy music. (Have you ever heard a mournful banjo tune?) Or make it a point to go to funny movies or watch a TV sitcom that makes you laugh.

Consciously reduce your exposure to the negative, whether it’s gossip from co-workers, violence in the media, or pessimism in your own thoughts.

4. Practice treating everyone as if he or she is the most important person you’ll meet that day. This will mean seeking to replace arrogance with empathy-not an easy task for a lot of people. However, it’s a real test of character, and every once in a while, you’ll learn a big lesson from that “little” person.

5. Make fitness a lifestyle, not a chore. You don’t need an expensive club membership or a cross-country ski machine to maintain a body that exudes vitality. Forget the spandex, stopwatches, and ankle warmers, for instance, and just:

- Walk up and down the stairs to your high-rise office or apartment.
- Ride a bike to the neighborhood convenience store to pick up that quart of nonfat milk.
- Take a nature hike instead of watching a nature film on television.

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